



Doing Business with the Department of Defense

Alamo Veterans Small Business Conference

Presented by

Nancy Villarreal

Deputy Associate Director for Small Business

U.S. Army Medical Command



Identify Your Product/Service

- North American Industry Classification System (NAICS) code (www.census.gov/naics)
- Federal Supply Classification or Service (FSC/SVC) code (www.dlis.dla.mil/h2/)



NAICS: 423920

FSC: 7820

[UNCLASSIFIED]



Register Your Business

Register in the Central Contractor Registration (CCR) (www.ccr.gov)

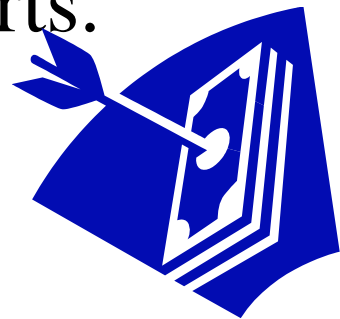
- Must have Data Universal Numbering System (DUNS) number (<http://fedgov.dnb.com/webform/>)
- CAGE (commercial and government entity) code will be assigned from your CCR registration.



Identify Target Market

- The FEDBIZOPPS website
<https://www.fbo.gov/>
- The USA Spending Website for historical information on Government procurements
<http://www.usaspending.gov/>
- The DoD [Statistical Information Analysis Division](http://siadapp.dmdc.osd.mil/) (SIAD) procurement data reports.
<http://siadapp.dmdc.osd.mil/>

[UNCLASSIFIED]





Learn procedures

- Selling to the Military Handbook
<http://permanent.access.gpo.gov/lps57820/www.acq.osd.mil/sadbu/publications/selling/>
- Selling to the Army (www.sellingtoarmy.info)
- Selling to the Navy (www.donhq.navy.mil/osbp/index.html)
- Selling to the Air Force (<http://airforcesmallbiz.org/>)
- Federal Acquisition Regulations (FAR)
Defense FAR Supplement (DFARS)
(<https://www.acquisition.gov>)

[UNCLASSIFIED]



Identify Specific Requirements

- Federal Business Opportunities
(FedBizOpps.gov)
 - The single source for publishing federal government procurement opportunities that exceed \$25,000.
 - Free subscription using NAICS Codes or Key Words



Investigate Other Opportunities

- Federal Supply Schedule
- Government Purchase Card
 - Purchases under \$2,500
- Small Business Programs
 - Enable limiting competition to specific socio-economic groups and programs
- Subcontracting



Seek Assistance

- Procurement Technical Assistance Centers (<http://www.dla.mil/db/procurem.htm>)
- Small Business Development Centers (<http://sbdcnnet.org/>)
- Small Business Administration (<http://sba.gov/>)
 - Service Corps Of Retired Executives (SCORE)
- Chamber of Commerce and Professional Associations
- Participate in networking events, conferences and when invited participate in vendor presentations.



Marketing your Firm to DOD

- The first presentation of your company's capabilities should be directly to the Small Business Specialist at the activities that buy your products or services.
- Verify your information on CCR and the Small Business Profile is correct and current.
- Prepare a Capabilities Statement to best describe your company.



[UNCLASSIFIED]



Capabilities Statement

SMITH SISTERS HEALING HANDS, INC.
222 HEALTH WAY LANE
ANYTOWN, TEXAS 78000

PHONE: 210-123-4567
FAX: 210-234-5678
E-mail: sshhc@satx.tx.com
Web Page: www.smithsistershealinghands.org

CONTACT PERSONS: MARGARET SMITH, PRESIDENT
MARY SMITH, VICE-PRESIDENT
JANE SMITH, CONTRACTS MANAGER

CAPABILITIES: Smith Sisters Healing Hands, Inc. is a woman-owned small business (also use if applicable.. SBA Certified 8(a), SBA Certified SDB, SBA Certified HUBZone, Veteran-Owned, Service Disabled Veteran-Owned) nurse staffing service. We hire only the best nurses and it is our goal to be your staffing partner of choice. Then incorporate your Capabilities Statement (outline or bullet form is preferred):

- RN, LPN, CNA
- Geriatric Nurses
- Nurse Anesthetists
- Nurse Clinicians
- Nurse Midwives
- Nurse Practitioners
- Pediatric Nurses
- Public Health Nurses
- Surgical Nurses
- Wound Care Nurses

24 hour response time to provide any number of nurses in any specialty anywhere needed.

NAICS CODES

561310 Nurse Registries
621399 Nurses, Licensed Practical or Registered, Offices
621610 Nurse Associations, Visiting

GSA Schedule: (Provide GSA Schedule Number if you have one)

CCR/DYNAMIC SMALL BUSINESS SEARCH (PRO-NET) REGISTERED

ORCA REGISTERED

CAGE CODE: IAM4U

DUNS NUMBER: 123456789

ACCEPTS GOVERNMENT PURCHASE CARD (If applicable)

FEDERAL CERTIFICATIONS: SBA CERTIFIED 8(A) CONTRACTOR
SBA CERTIFIED SMALL DISADVANTAGED BUSINESS

NON-FEDERAL CERTIFICATIONS: WOMEN'S BUSINESS ENTERPRISE-STATE OF TEXAS
SOUTH CENTRAL TEXAS REGIONAL CERTIFICATION

BONDING LEVELS: (If applicable)

PERFORMANCE HISTORY

FEDERAL:

FT SAM HOUSTON DMAP contract for Nursing Services
Contracting Officer: Tim KO, 210-555-1234

SMITH SISTERS HEALING HANDS, INC.
222 HEALTH WAY LANE
ANYTOWN, TEXAS 78000

BROOKS AFB Nurse Clinician Staffing
Contracting Officer: Jerry Riggs, 210-444-5555

NON-FEDERAL

SAN ANTONIO SCHOOL DISTRICT School Nurse for Simple Simon Elementary School
ACO Victoria Principal, 210-333-9876



Marketing to the Contracting Offices

Smith Sisters Healing Hands

Margaret Smith

margaret.smith@smithsistershealinghands.org

222 Health Way Lane Phone: (210) 123-4567
Anytown, TX 78000 Fax: (210) 234-5678

www.smithsistershealinghands.org

CCR/Dynamic Small Business/ORCA Registered
Accepts Government Purchase Card

A Service Disabled Veteran-Owned Company



Front of Business Card

NAICS CODES

561310 - Nurse Registries

621399 - Nurses, licensed Practical or Registered, Offices

621610 - Nurse Associations, Visiting

SERVICES

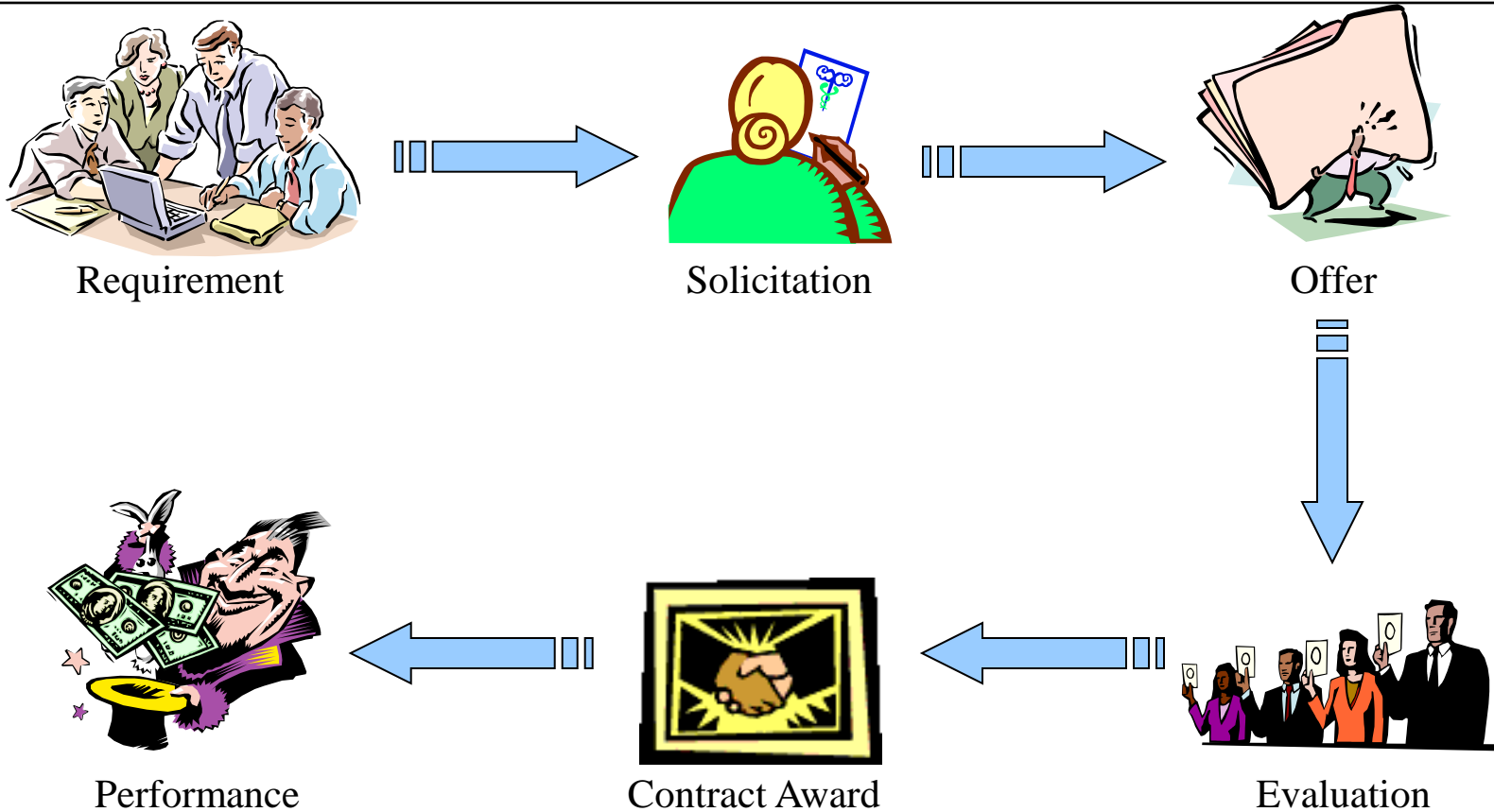
- | | |
|----------------------|------------------------|
| • RN, LPN, CAN | • Nurse Practitioners |
| • Geriatric Nurses | • Pediatric Nurses |
| • Nurse Anesthetists | • Public Health Nurses |
| • Nurse Clinicians | • Surgical Nurses |
| • Nurse Midwives | • Wound Cares Nurses |



Back of Business Card



The “Process”





Essentials for Success

- Focus
 - Don't waste time marketing to the wrong people
- Commitment
 - Be willing to work hard to make the sale
 - Don't give up because of initial failures to win contracts
- Exceptional Performance
 - Highest Quality Product or Service
 - On Time
 - At or Below Cost



Point of contact:

NANCY VILLARREAL

(210) 295-4415

nancy.villarreal@us.army.mil

**U.S. ARMY MEDICAL COMMAND
OFFICE OF SMALL BUSINESS
PROGRAMS**

<http://sb.amedd.army.mil>

[UNCLASSIFIED]